

ORDER



Orders
Order / Rev: 54229
Alt Order #: 9804724 /Brad
Product Desc: EUGENE DEPASQUALE
Estimate: 2182
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 09/05/12 / 10/03/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Buying Time Media
Buying Contact:
Billing Contact:
 650 Massachusetts Ave NW
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Depasquale/D/PA Auditor General
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	27	\$8,530.00	\$7,250.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	27	\$8,530.00	\$7,250.50	0.00
Totals	27	\$8,530.00	\$7,250.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	17%	\$8,530.00
Market	100%	\$50,176.47

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	58%	\$29,102.35
WHTM	19%	\$9,533.53
WLYH	0%	\$0.00
WPMT	6%	\$3,010.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	11111--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--			4			\$175.00		0.00			
		Week: 11/05/12	11/11/12	1-----			1			\$175.00		0.00			
N 2	WHP	10/31/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--1-1--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1-1--			2			\$175.00		0.00			
N 3	WHP	10/30/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--			4			\$200.00		0.00			

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Advertiser: Depasquale/D/PA Auditor General
Product Desc: EUGENE DEPASQUALE
Estimate: 2182

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	10/30/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$200.00		0.00			
N 4	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	11-1---	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---		2				\$700.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$700.00		0.00			
N 5	WHP	10/31/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-1-1--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1-1--		2				\$800.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$800.00		0.00			
N 6	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----11	:30	2	\$140.00	P-2	0.00	NM	3	\$280.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	11/03/12-11/04/12	Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
				See MG 6.3,6.4,6.5 [Program Change -No Return]											
	2	WHP	11/03/12-11/04/12	Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
				See MG 6.3,6.4,6.5 [Program Change -No Return]											
	3	WHP	10/31/12-11/01/12	M-F 6p-630p News		6p-630p	--WTh----	:30		\$200.00		0.00	NM		
				Ⓜ MG for 6.2,6.1 [MG within Flight]											
	4	WHP	11/05/12-11/05/12	M-F 5a-6a News		5a-6a	M-----	:30		\$60.00		0.00	NM		
				Ⓜ MG for 6.2,6.1 [MG within Flight]											
	5	WHP	11/03/12-11/04/12	Sa 1230a-130a		1230a-130a	-----Sa--	:30		\$20.00		0.00	NM		
				Ⓜ MG for 6.2,6.1 [MG within Flight]											
N 7	WHP	11/04/12	11/04/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
N 8	WHP	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
N 9	WHP	10/30/12	10/30/12	CBS This Morning CBS This Morning	CM	7a-9a	-T-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
N 10	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	11-1---	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---		2				\$325.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$325.00		0.00			
Totals														27	\$8,530.00